



**Mark Your Calendar:
Upcoming USPS Branded Color Mobile Technology Promotion
Webinar**

**Thursday, January 23, 2014
2:00 p.m. ET**

The USPS Mailing Services team will hold a webinar Thursday, January 23rd to discuss the upcoming 2014 Branded Color Mobile Technology Promotion that begins on February 1, 2014. Attention-grabbing QR codes can be the differentiator in getting consumers to become aware of and engage with your brand. This promotion was developed to encourage mailers to expand their print mobile technology usage beyond basic QR codes to include barcodes or other mobile technology with color, graphics and trademarks on their mailpieces. By participating, mailers will have the opportunity to receive a 2% upfront postage discount on qualifying mailpieces that utilize these creative elements.

This webinar will provide mailers with a description of program requirements and information about how to participate in this promotion. A short overview of the upcoming 2014 promotions will also be included.

Webinar pre-registration is required and lines are limited so please sign up for this informational session today.

Click [here](https://uspsmeetings.webex.com/uspsmeetings/j.php?ED=234178787&UID=3882148&RT=MiMxMQ%3D%3D) to register for the webinar or go to

<https://uspsmeetings.webex.com/uspsmeetings/j.php?ED=234178787&UID=3882148&RT=MiMxMQ%3D%3D>

A full description about the Branded Color Mobile Technology Promotion and more information about our 2014 Promotions Calendar can be found on our RIBBS website at:

<https://ribbs.usps.gov/index.cfm?page=mobilebarcode>

If you have any questions, please contact the Program Office at mobilebarcode@usps.gov

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